Mother's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	$1.1 BILLION	74%
FLOWERS	$3.2 BILLION	74%
EVENING OUT	$5.9 BILLION	59%
GIFT CARDS	$3.2 BILLION	51%
CLOTHING	$3.0 BILLION	43%
JEWELRY	$7.0 BILLION	40%
ELECTRONICS	$3.5 BILLION	21%

OVERALL MOTHER'S DAY SPENDING

84%

Of people plan to celebrate Mother's Day in the U.S.

35%

Online shopping is the most popular shopping destination.

$254.04

Average expected spending on Mother's Day in the U.S.

$33.5 BILLION

Planned spending in the U.S. on Mother's Day in 2024, second highest following last year record of $35.7 billion.

Sources:
National Retail Foundation (NRF) and Prosper & Analytics
Census Bureau data table B13002
Quarterly Census Employment and Wages (QCEW)
Restaurants - NAICS 7225 2Q 2023;Child Care -NAICS 6244 2Q2023
https://www.ssa.gov/oact/babynames/state/top5_2022.html

MISSOURI FACTS

10,612

The number of restaurants in Missouri to take your mother to brunch on a special outing.

OLIVER & CHARLOTTE

The most popular baby names in Missouri according to the Social Security Office in 2022.

74,145

The numbers of mothers, ages 15 to 50, who gave birth in 2022.

16,646

The estimated number of Missouri workers in the child day care services industry in 2023.